With UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIE

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SOMETHING TO THINK ABOUT!

Profits are made from turnovers, not leftovers. Pictures in the vaults pay no film rentals.

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There are still a few towns left in the world where advertising is mighty - mighty scarce.

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Suggest merchandising ideas when you sell an exhibitor pictures - otherwise it's like selling a man a first car without teaching him how to drive.

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Hard times are producing hard thinking.

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The picture business is like baseball - the hits you made yesterday won't win the game today.

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A runner doesn't tie his shoe after the race starts. Know your product before you try to sell the exhibitor.

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Exploitation stunts are like postage stamps - no good until used.

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A lot of exhibitors thought they were pretty good in 1929; now they realize that only business was good. In 1929 they were dealing with people who wanted to buy; now they are dealing with people who must be sold.

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Stop putting it off - start putting it over!

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Everyone of the thousands throughout the world who make up the united manpower of United Artists has an individual responsibility in bringing general conditions in our industry back to a normal state of prosperity. If every division will continue to intensify its selling efforts and make intelligent and profitable use of showmanship, better times will return with a bang.

Arthur W. Kelly
Vice-President & Treasurer

DISNEY AWARDED FIRST PRIZE

FOR SILLY SYMPHONY IN COLOR

"Flowers and Trees," Walt Disney's first United Artists Silly Symphony in Technicolor, has been awarded the first prize for short subjects by the Academy of Motion Picture Arts and Sciences. Thus the creator of Mickey Mouse is still at the top in the making of short features.

As announced, Disney is doing ten of his thirteen Silly Symphonies this year in natural color, and there is talk of extending the color to some of the eighteen Mickey Mouse subjects. The addition of color to the winning picture was in the nature of an experiment, which has proved to be one of the most popular moves in Hollywood in recent years, and, with perfection, the second and third are a big advance over the first.

EMPHASIZE THE COLOR ANGLE!

In all your advertising, publicity and exploitation, in all your sales contacts with exhibitors, stress the color angle of the Silly Symphonies. Color is the outstanding and distinguishing feature of these NEW cartoons. It is the thing that sets them apart not only from all other cartoons but from the OLD Silly Symphonies, as well. Color is your most powerful selling argument. Use it!

SWEDISH KING ENJOYS

"FLOWERS AND TREES"

Simultaneously with the prize-winning announcement from Hollywood comes word from Harold Astrom, manager of our Stockholm office, that the King of Sweden enjoyed a private showing of "Flowers and Trees." Gustaf Berg, head of the school film department of Svensk Filmindustri, informed Mr. Astrom of His Majesty's keen enjoyment of the cartoon in a letter from which we quote the following:

> "Please accept my sincere thanks for your kindness in putting 'Flowers and Trees' at my disposal. I am happy to inform you that I had the pleasure of showing it to His Majesty, the King, at Drottningholm Castle. His Majesty has always taken a keen interest in this type of picture. Now, as an added attraction comes the clever and delicate coloring which interested His Majesty enormously. He expressed great satisfaction."

Mr. Berg further informed Mr. Astrom that he had also shown the picture to an assembly of teachers, and that it had aroused tremendous applause and delighted comments.

HOWARD OPPOSITE PICKFORD

Leslie Howard, noted stage and screen star, has been signed to play opposite Mary Pickford in "Secrets," first of two pictures which the star will make this season for United Artists release. Production will be under direction of Frank Borzage. In "Secrets," Miss Pickford will wear eight costumes especially designed for her.

"CYNARA" COLMAN'S BEST!

The following cable from Samuel Goldwyn, producer of "Cynara," to Managing Director Silverstone of Great Britain, is of interest to all foreign legionnaires:

> "Fredman just saw CYNARA - very enthusiastic - believes should be big hit in England.- He cabling his review to paper - please make certain to see it and give it wide publicity - prints going forward today - one hundred American reviewers screened CYNARA and most of them thought it Colman's best picture since DARK ANGEL - all claim it his greatest performance to date - regards"

Mr. Fredman, referred to in the cable, is the publisher of the British tradepaper, "Daily Film Renter." He is currently visiting Hollywood.

BELIEVE IT OR NOT!

Eddie Cantor bought 154 seats for the New York opening of "The Kid From Spain" at the Palace Theatre on November 17, at which he and Lyda Roberti are to make personal appearances. He gave the Goldwyn office a check for $338.80 for them and then found that included in the tickets he had purchased and paid for was the seat that he would occupy. And so Eddie is paying for the privilege of making a personal appearance at the opening of his own picture.

EXPLOITATION HELPS "WHITE ZOMBIE" CAST

B.O.SPELL OVER LONDON AND BUENOS AIRES

Australia Stages Atmospheric Preview

From three widely scattered points on the map - London, Buenos Aires and Sydney - comes the thrilling news that "White Zombie" is casting the same irresistible spell over foreign audiences and manifesting the same powerful box office lure that it exercised in the United States. And in every instance eerie exploitation, patterned after the campaigns successfully engineered over here, is proving the sine qua non - the indispensable means - to record-breaking business.

Robb Lawson's sensational campaign in London, when the film premiered at the Dominion Theatre, gave that staid and conservative city the shock of its collective life, according to tradepaper reports. Here's the way "The Cinema," London tradepaper, played it up in big headlines:

"U'A's Exploitation Breaks Dominion Records;
Six Month's Figures Shattered - Zombies
Stage Macabre Act on Theatre Marquee;
Others Walk West End.

"All records for the last six months were, it is claimed, broken last Monday when United Artists' 'White Zombie' was given its London premiere.

"The queues lined up at midday opening and at the evening shows other queues had to wait nearly an hour before they could get in.

"'White Zombie' was ushered in by an unusual campaign which created a sensation in Tottenham Court-road. A 40 feet high display depicting 'The House of the Living Dead' was erected on the facia of the theatre and in front of this an 18 feet high Zombie blinked his green eyes forebodingly.

"On a runaway over the marquee top, five Zombies, characters in the story, enacted a scene, a new sensation which had the effect of drawing thousands of people to the front of the theatre, and called for police action to control the crowd.

"During the past week a number of men players dressed in the garb of Zombies have been parading the West End streets and posters have been appearing round the immediate district of Dominion Theatre bearing the slogans: 'What is a Zombie?' and 'Beware the Spell of Zombie'." (see next page)

Another tradepaper, "The Daily Film Renter," in its comment on the five Zombies who enacted a scene from the film, to the accompaniment of a record of weird sounds which was broadcast from concealed loud speakers, stated, "This was something which even Londoners, accustomed to kinema showmanship, had never seen before."

No less effective, though on a somewhat smaller scale, was the great campaign worked out and carried through by Guy Morgan, general manager in Argentina, when the picture opened at the Cine Astral in Buenos Aires. Curiously enough, the marvelous front built for the Cine Astral is almost an exact duplicate of the front used by the Dominion Theatre in London. Due to municipal restrictions, Morgan had some difficulty in obtaining a permit for the parade of the Zombies. However, he, too, used the sound effects disc with great success, and recommends that this be used by our other foreign offices when they release the picture at their first run house. We were not surprised to learn from Mr. Morgan that the criticisms were adverse, since this bears out the experience United Artists had with the picture throughout the United States. The critics didn't care for it, but the public, drawn to the box office by the unusual exploitation, put the picture over with a bang. In the trade, "White Zombie" is called "the exploitation man's delight."

The fact that "White Zombie" is a showman's picture was quickly recognized by Ralph Doyle, general manager in Australasia, Cecil Marks, general sales manager, Vaughan Marshall, director of publicity, and the other members of that blue ribbon organization.

At the suggestion of Mr. Marks, an "atmospheric screening" for important exhibitors was arranged with the cooperation of the local Western Electric officials, whose small theatre was used for the purpose. Marshall and his assistant, Lyons, then worked out the details of the stunt. Crude, handrawn invitations, each pierced with a wooden dagger were sent out. When the exhibitors arrived, they were conducted by a mysteriously robed usher, through a dark, winding passage full of spine-chilling howls, moans, screams and whistling wind. Underfoot they trod on some soft yielding substance, which added to the gruesome effect. When they finally reached the screening room, the lights were dim and green, and a skeleton danced upon the front cloth in a most uncanny manner. After seeing the picture in this eerie atmosphere, refreshments were served, and the ladies present were each handed a box of chocolates done up in special cartons, labelled "Only a pin point and you'll...." All in all, the exhibitors nearly had heart failure, but they loved it. What a peach of a stunt!

DISNEY CHRISTMAS CARTOONS

IDEAL HOLIDAY ATTRACTIONS

To help you "Make This a Mickey Mouse Christmas," Walt Disney has created two special cartoons suitable for holiday showing. One is a Mickey Mouse subject, "Mickey's Good Deed"; the other a Silly Symphony in color, "Santa's Workshop."

Both are ideal Christmas attractions and will appeal enormously to every theatregoer from six to sixty. They deserve and should get from every exhibitor, fortunate enough to show them, special emphasis in advertising, publicity and exploitation. Every showman worthy of the name will see in these two short features an extraordinary opportunity to do a fine holiday business and, at the same time, gain the good will of parents and children.

The possibilities for tieups are unlimited. Cooperative merchandise advertising, newspaper publicity (by letting the newspaper sponsor a special showing of these two subjects for crippled children or charity); all kinds of contests for children; etc.

Mr. Kelly, in his circular letter under date of November 16, pointed out that the fly in the ointment so far as these pictures were concerned was the fact that only some of our foreign offices would get prints in time for Christmas. His suggestion is that the other offices show them on some special occasion, a children's holiday, or during some local celebration.

In that connection, Mr. Kelly calls attention to another swell Silly Symphony in color, "Babes in the Woods," which, though not a strictly Christmas subject, makes a suitable holiday attraction.

It is becoming increasingly evident that in advertising these NEW Disney cartoons as being in a class by themselves, United Artists is stating the stark, naked truth.

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ARGENTINA PLUGS MICKEY

VIA RECORDS AND RADIO

Argentina is saying it with music so far as Mickey Mouse is concerned! All due to the indefatigable efforts of Guy Morgan, general manager down there. First he got the local Victor Talking Machine Co. to record the complete musical score of "What! No Mickey Mouse?". Then he arranged with Carabelli - the Paul Whiteman of Jazz in Argentina - to plug the song via his various orchestras in hotels, night clubs and over the radio. On top of all that, one of the most popular local composers is calling his next tango composition, "El Tango de Raton Mickey." This will be released by the Victor people, and will receive nationwide publicity and exploitation through the Victor dealers. All of which proves that Morgan is a great Guy!

WHAT THE WORLD NEEDS

B.C. Forbes, the well known financial writer for the Hearst newspapers in the United States, recently printed in his daily column the following simple, timely message, which he credited to C.W. Kirsch, prominent business man:

What the World Needs

A little less knock,
A little more ease,
A little less rock,
A little more please.

A little less spite,
A little more dear,
A little less might,
A little more cheer.

A little less tax,
A little more right,
A little less ax,
A little more light.

A little less stick,
A little more fun,
A little less kick,
A little more sun.

A little less take,
A little more give,
A little less fake,
A little more live.

A little less law,
A little more love,
A little less claw,
A little more dove.

A little less pull,
A little more rope,
A little less bull,
A little more hope.

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IS YOUR OFFICE ON THIS LIST?

The following offices have sent in sample newspapers and magazines for the special Mickey Mouse photo:

Belgium	Denmark	Japan
Brazil	France	New Zealand
China	Great Britain	Norway
Czecho-Slovakia	Italy	Spain
		Switzerland

If <u>your</u> office is not on this list - it's your own fault!

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